

**City of Greensboro Planning Department
Zoning Staff Report
August 14, 2006 Public Hearing**

The information provided in this staff report has been included for the purpose of reviewing proposed zoning changes. Since the zoning process does not require a site plan, there may be additional requirements placed on the property through the Technical Review Committee process to address subdivision and development regulations.

Item: K
Location: North of West Northwood Street and East of Huntington Road

Applicant: James F. Marshall
Owner: Irving Park Center Group, LLC

From: RS-12
To: GB

Conditions: N/A

SITE INFORMATION	
Maximum Developable Units	N/A
Net Density	N/A
Existing Land Use	Undeveloped
Acreage	0.357
Physical Characteristics	<i>Topography:</i> Flat <i>Vegetation:</i> None <i>Other:</i> N/A
Overlay Districts	N/A
Historic District/Resources	N/A
Generalized Future Land Use	Mixed Use Commercial
Other	N/A

SURROUNDING ZONING AND LAND USE		
Location	Land Use	Zoning
<i>North</i>	Undeveloped / Golf Course	RS-12
<i>South</i>	Undeveloped (to be developed with subject property)	GB
<i>East</i>	Townhomes	RM-8
<i>West</i>	Eckerd's Drug Store / Rebecca's and Company	GB

ZONING HISTORY		
Case #	Year	Request Summary
D96	1968	This property has been zoned RS-12 since July 1, 1992. Prior to the implementation of the UDO, it was zoned Residential 90S. A request to rezone this property from Residential 90S to Commercial N was denied by City Council after being favorably recommended by the Zoning Commission and supported by the Planning Department.

DIFFERENCES BETWEEN RS-12 (EXISTING) AND GB (PROPOSED) ZONING DISTRICTS
RS-12: Primarily intended to accommodate moderate density single family detached dwellings in developments where public water and sewer service is required. The overall gross density will typically be 3.0 units per acre or less.
GB: Primarily intended to accommodate a wide range of retail, service, and office uses. The district is typically located along thoroughfares in areas which have developed with minimal front setbacks

TRANSPORTATION	
Street Classification	W. Northwood Street – Collector Street, Huntington Road – Collector Street.
Site Access	Unknown at this time. Driveway will be evaluated at the plan review stage and all driveways must meet City of Greensboro Standards.
Traffic Counts	None available.
Trip Generation	N/A.
Sidewalks	Sidewalks are a requirement of the Development Ordinance. 6' sidewalk with a 4' grass strip is required along both sides of thoroughfares. 5' sidewalk with a 3' grass strip is required along one side (at a minimum, collectors may require sidewalk on both sides) of all other street types.
Transit	Yes.
Traffic Impact Study	Not required per TIS Ordinance.
Street Connectivity	N/A.
Other	N/A.

ENVIRONMENTAL REVIEW	
Water Supply Watershed	No, site drains to North Buffalo Creek
Floodplains	N/A
Streams	N/A
Other	N/A

LANDSCAPING REQUIREMENTS	
Location	Required Planting Yard Type and Rate
North	N/A
South	N/A
East	N/A
West	N/A

CONNECTIONS 2025 COMPREHENSIVE PLAN POLICIES

Connections 2025 Written Policies:

Reinvestment/Infill Goal: Promote sound investment in Greensboro's urban areas, including Center City, commercial and industrial areas, and neighborhoods.

POLICY 4C: Promote new patterns and intensities of use to increase economic competitiveness and enhance quality of life in urban areas.

POLICY 7C.1: Ensure that adequate land is zoned and has infrastructure available for the various stages of business development.

Connections 2025 Map Policies:

The area requested for rezoning lies within the following map classifications:

Mixed Use Commercial: This designation is intended to promote a mix of uses, of which various commercial uses remain predominant, but where residential, service, and other uses are complementary. Where applied to older highway corridors characterized by "strip" commercial uses, the intent is to encourage infill and redevelopment for a more diverse and attractive mix of uses over time. Examples include residential units over commercial uses or a wider array of economically viable uses to replace obsolete uses. Such areas also may represent opportunities for the introduction of substantial higher density and/or mixed-income housing, with negligible impacts on, or resistance from, nearby single-family neighborhoods. Ensuring that buildings are of the appropriate scale and intensity is critical, as is ensuring that sites are designed in a coordinated, as opposed to a lot-by-lot, manner. New "strip" commercial development is discouraged.

CONFORMITY WITH OTHER PLANS

The following aspects of relevant plans may be applicable in this case:

City Plans: N/A

Other Plans: N/A

STAFF COMMENTS

Planning: The zoning pattern relating to this property dates back to the original zoning lines that were drawn in 1954 to implement the City's second zoning ordinance.

In 1968 a request was made to rezone this property to Commercial N. At that point, this property had been used for seven years as part of a restaurant parking lot. The property represented approximately 20% of the total site, the balance of which was already zoned Commercial N. At that time, a theater was being constructed on the site and the rezoning request was made to increase the available parking for it. The Zoning Commission recommended approval of the proposal but City Council denied the request in August 1968. The Planning Department recommended approval of that request, pointing out that the property was virtually surrounded by nonresidential zoning and that the property could not be used for residential purposes because of its size and its lack of access.

The applicant plans to combine the corner lot with two lots to the east fronting on West Northwood Street. The applicant's illustrative plan shows four buildings on the entire tract, i.e. the portion already zoned GB and the portion being proposed for rezoning to GB. Three single story retail buildings would be oriented to West Northwood Street. These buildings would range in size from 6,800 square feet to 7,300 square feet. Most off-street parking would be located behind (north of) these three buildings. A fourth building would be located to the north adjacent to Huntington Road. This building would contain a Mixed Development with retail on the ground floor (8,159 square feet) and 27 residential units above it. This building would contain five stories with underground parking.

This illustrative plan contains a number of the mixed use elements such as internal pedestrian connections within the site (building to building), external pedestrian connections (site to street), safe pedestrian routes in parking areas, clear relationship of the building façade to the street, limited street setback, no intervening parking between the street and buildings, drive-through aisles minimized and located to the rear of buildings, clear architectural style (including building façade articulation), compatible building materials, and incorporation of useable public space (e.g. outdoor dining area and a separate outdoor café).

This request is consistent with the Mixed Use Commercial designation on the Generalized Future Land Use Map of Connections 2025. It meets the Reinvestment/Infill Goal of the Comprehensive Plan and several policies as described above.

GDOT: No additional comments.

Water Resources: No additional comments.

STAFF RECOMMENDATION

Based on all the information contained in this report, the Planning Department recommends approval.